

MAF NOVERO

SALES / MARKETING / BUSINESS
DEVELOPMENT PROFESSIONAL



BACKGROUND

Experienced sales/marketing/business development professional with a demonstrated history in the retail marketing, advertising and licensing industry.

PROFESSIONAL SKILLS

Sales Management
Market Research and Strategy
Account Management
Client Management
Business Development
Event Management
Copy-writing / Editing
Social Media Management

Software: Photoshop, Illustrator,
InDesign

REACH ME AT:

Mobile: +63 956 510 7265
+63 997 992 6132
Email: imthema@gmail.com

WORK BACKGROUND

Freelance Content Creator / Social Media Manager

March 2020 - present

Writes engaging content for clients' social media pages. Comes up with new ideas to boost engagement and increase reach. Constantly doing research to stay up to date on trends and current events. Occasionally does graphic design for additional content. Does social media outreach to engage with the clients' target consumers and potential business partners.

Sales Manager

Visionaire Inc | October 2019 - June 2020

Manages North Luzon team to push for sales achievement of Havaianas and other lifestyle brands. Monitors daily sales data and comes up with strategies to improve overall performance. Analyzes current data and trends for effective forecasting and goal setting. Spearheads implementation of brand campaigns, both omnibus and company-initiated efforts. Oversees stock availability in-store to ensure correct and up-to-date merchandise mix. Coordinates with brand principals, retail partners, distributors, and suppliers regularly.

Licensing Supervisor

Richprime Global Inc | August 2016 - September 2019

Manages and maintains license agreements and contract negotiations of PH licensees and Mattel Inc. Ensures continued business growth targets are achieved. Plans marketing strategies for licensed consumer products in partnership with retail partners and distribution channels. Facilitates continued expansion of Mattel brands in the PH through active business development.

Brand / Account Manager

Digits Trading Corp | August 2014- June 2016

Handles international audio brands such as Marshall Headphones, Urbanears, NudeAudio and Jaybird through online, on-ground and media partnerships. Negotiates deals with event producers, media outfits and other brands for possible cross-promotion and ex-deal partnerships. Plans and executes products launches and press releases. Makes sure that all marketing efforts are within set budget and will give positive result in brand sales.

Marketing Officer

Viviamo Inc | July 2013 - April 2014

Conceptualizes and implements marketing campaigns across all Viviamo products: Belle de Jour Power Planner, EIP Planner, Navi Planner. Maintains and expands relationships with current brand partners and advertisers. Actively looks for partnership opportunities and collaborations with other brands through business development efforts. Builds relationship with the BDJ community through online customer service and face-to-face interaction during events.

Event Specialist

Provago Inc | September 2010-July 2013

Handles corporate events, mall activations and on-ground effort requirements of clients. Prepares fresh and innovative executional concepts aligned with client objectives. Acts as liaison between the client and the agency and between agency and suppliers. Occasionally does copy writing and script writing for accounts.

EDUCATION BACKGROUND

BA in English Studies major in Communication Arts (cum Laude)

Mariano Marcos State University, 2006-2010